

# Economic Development

# Canada

Program

## Community Diversification



**Canada Economic  
Development**  
for Quebec Regions

**Développement  
économique Canada**  
pour les régions du Québec

The object of the Economic Development Agency of Canada for the Regions of Quebec is to support Quebec's regions and communities so as to enable them to increase their development capability, dynamism and prosperity on a lasting basis. Quebec's regions face some substantial development challenges. In this context, they must continue their diversification efforts, just as enterprises have to continue enhancing their productivity and their innovation capability. The Agency intends to work more closely still with the economic stakeholders in communities to draw up solutions helping them successfully meet main challenges facing their regions.

Designed by the Agency, the **Community Diversification** program helps Quebec regions maintain and develop their economic activity base. This program is in effect from April 1, 2007 to March 31, 2012.

A community's vitality depends on its ability to develop, grow and flourish by building on its own assets.

The program has three goals:

- foster communities' development and increase their mobilization by drawing up visions and projects of local and regional scope
- assist communities through support for entrepreneurship and through creation or maintenance of viable enterprises
- increase communities' capability to attract tourists and skilled individuals.

The Agency advocates an approach aimed at the attainment of tangible and measurable results. The **Community Diversification** program has three components: **Community Mobilization**, **Community Development** and **Attractive Communities**.

## COMPONENT 1 COMMUNITY MOBILIZATION

Fostering community capacity-building so they are better equipped to take charge of their own development.

**Eligible projects are aimed at the following outcomes:**

- community organizations mobilize and work together to address local or regional development issues
- development and diversification plans are prepared and implemented.



## COMPONENT 2 COMMUNITY DEVELOPMENT

Encouraging entrepreneurship and increasing the number of new and sustainable enterprises.

**Eligible projects are aimed at the following outcomes:**

- individuals wishing to go into business have access to direct, adapted support in entrepreneurship
- SMEs are created, grow and consolidate their operations.

## COMPONENT 3

### ATTRACTIVE COMMUNITIES

Increasing communities' drawing power to help them attract and retain tourists and qualified workforce.

**Eligible projects are aimed at the following outcomes:**

- plans for development and commercialization of the tourism offering are prepared by a community or region
- the tourism offering is enhanced, thus increasing the number of tourists visiting from outside Quebec
- commercialization activities are implemented, thus increasing the number of tourists visiting from outside Quebec
- growth-generating projects are implemented, thus increasing the number of tourists visiting from outside Quebec
- communities have collective facilities with an economic role to increase or consolidate their economic development.



### TARGET CLIENTELE

- small- and medium-sized enterprises
- SME groups and associations
- non-profit organizations dedicated to business support and economic development
- municipalities and municipal agencies.

## ANALYSIS CRITERIA

To be eligible, a project must further the priorities of the business office receiving the application and is subject to the availability of Agency budgets.

Projects are analysed and funding levels established based on a range of criteria, including:

- the project's contribution to attaining the program's goals and desired outcomes
- conformity with Agency priorities
- incentive nature of the assistance and demonstrated financial need for implementation of the project taking other, existing funding sources into account
- demonstrable evidence that the project meets a recognized problem and need in the community and significantly contributes to its economic development
- promoter's management capability
- viability of the enterprise or organization
- level of risk involved



- impact on competition
- availability of Agency funds.

## APPLICATION REQUIREMENTS

Potential promoters must submit a written application that includes, for instance:

- description of the objectives targeted by the project and demonstration that it helps achieve the desired outcomes of the program
- detailed description of the project and profile of the enterprise or organization and its administrators
- description of the project management team and structure

## APPLICATION REQUIREMENTS (continued)

- business plan and financial statements
- information regarding any federal, provincial or municipal assistance received or anticipated for the project
- information on any commitments made with respect to the project
- results of the last project carried out with Agency assistance, where applicable.

## FINANCIAL ASSISTANCE

Financial assistance awarded under this program is provided in the form of contributions and grants and must comply with the provisions of the Treasury Board's *Policy on Transfer Payments*.



## ELIGIBLE COSTS

Eligible costs include all expenses directly related to the project and deemed reasonable and necessary for its execution.

Agency priorities, policy and guidelines are taken into account in the analysis of costs. For further information, interested individuals may consult the Agency's Web site or get in touch with a regional business office advisor.

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